

CHI CLINICAL GOVERNANCE REVIEW COMMUNICATIONS ACTION PLAN

Timescale	Purpose and Main Audience	Communication Method	Progress	Lead
Pre-Phase 1 – to end November	Awareness raising of upcoming review. All staff.	Briefings Staff newsletter		
Phase 1: 1 December to 5 March	Consistent messages, integrated working – informing stakeholders of upcoming review.	Personal letter from CE		
	Raises CHI Review on the Agenda. All Staff.	Personal letter from CE		
	Keeping CHI review high on the Agenda. All staff	Briefings Staff newsletter		
	Ensure staff are informed. All Staff. Directly managed health centres; Community hospital; Directly managed staff	Briefing sessions		
	Poster advertising briefing sessions	Poster		
	Letter to accompany posters – ensure posters are appropriately displayed.	Letter/poster		
	Agree distribution list for poster to all staff groups/distribute	Distribution of poster		

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	Informing independent contractors of the review and pre-warning of questionnaire Optometrists Dentists Pharmacists GPs	Letter from CE Letter from CE Letter from CE Regular Quality Review visits.		
	Resource pack to be available to assist at staff briefing sessions	Briefing pack/information sheets/resource pack Introduction/Q&A/Key dates/useful information		
	Agree press release with CHI and prepare response press release to ensure consistent message. Members of the public (via media) and staff.	Press release		
	Inform members of the public of the CHI review. Update staff.	Issue press release		
	Ensure PCT website kept up to date with press releases. Members of the public.	Websites		
	Ongoing articles in Information Exchange and ECHO to keep CHI review high on the agenda. All staff.			
	Promote Clinical Governance through good news stories.	Press releases		

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	Following initial meeting with CHI prepare any follow up issues to ensure messages are out to staff.	Briefings		
	Ensure regular monitoring of press coverage. Members of the public and staff.	Media		
	Ensure staff to be interviewed are aware of logistical arrangements. Selected/self-selecting staff.	CHI visits		
Phase 2: 5 March to end April 2004	Ensure staff are aware when and where visits will be held. All staff.	CHI visits		
Phase 3	PCT Board meets to discuss report.			
	Plans for disseminating report, action planning process and identifying key messages. All staff Stakeholders	Meeting		
	Staff briefings to discuss findings. All staff.	Staff meetings		
	Prepare statement for publication of report. Members of the public.	Press release		
	Press briefings	Press interviews		